Sectt II-27—15,604—22-8-46.

(1946) Department.

SERIES.

G.O. NO. 4313

Dated 21—11—46

[Despatch Abstract.]

Industries — Sericulture — G. S. T., Kollegal
Advertisement of Silk produced in the Filature
Expenditure Sanctioned

filature silk. The advertisement charges for the front cover page come to Rs.1000/- and the charges for the reproduction of the peacock pointing are Rs.475/- including the cost of paper. I have in anticipation of Government sanction agreed to the advertisement of our silk in the above directory at a cost of Rs.1475/- as there is keen demand for the front cover page from many firms. I request that Government may be pleased to sanction an expenditure of Rs.1475/- for this purpose and to approve my action in having arranged for the advertisement in anticipation of Government sanction.

2/ The expenditure is debitable to 85. A. Capital outlay on provincial schemes of State Trading - C. Other Miscellaneous Schemes - J. Government Silk Filature, Kollegal - 8. Other charges".

3/ In this connection I request that Government may be pleased to sanction the opening of a separate detailed head "Advertisement charges" in the Budget Estimate for 1947-48 under "85. A. Capital outlay on Provincial Schemes of State Trading - C. Other Miscellaneous Schemes J. Government Silk Filature, Kollegal" so that necessary provision may be made under that head whenever necessary. This will obviate the necessity of approaching Government whenever advertisement charges have to be incurred.

CVG-30.10.

M.V. Jagannatha Rao
for Director of Industries & Commerce.

C.F. 32. QI

Industries and Commerce Department

From (Name) A. Khaleeli, Esq., I.C.S.,

Designation Director of Industries & Commerce,

Station Madras.

Received Registered

To 82675

The Secretary to Government,
Development Department,
Madras.

Enclosures:

No. 7784-D/45 dated 29th October 194 6.

Sir,

Sub: Industries - Sericulture - Government Silk Filature, Kollegal - Silk advertisement of - in The Madras ~~Silk~~ Directory and who is who - Sanction of expenditure.

A. The silk produced at the Government Silk Filature, Kollegal has from now on to compete with the silk imported from China and other countries and that produced in Mysore, Bengal and Kashmir. It is therefore necessary to take steps to popularise it, so that a steady market for the Kollegal silk may be ensured. I have already suggested presentation of pieces of silk fabrics woven out of Kollegal silk as a method of such popularisation. Advertisement in popular journals will be another form of advertisement. I propose, therefore, to advertise the silk ("Peacock Brand") in the front cover page of the 1947 edition of "The Madras Directory and Who is Who" which is widely consulted by businessmen and the public. This sort of advertisement will go a long way to popularise the Kollegal

12

Separate file pursis
sanctioned before
vide No. 6105-2D1/46
receipt no 90
dt 7-11-46
1104 165 Secs 5/7-11-46
dt-(H)

p.t.o.

Pl. issue 29/11/46 16/21.11

C.F. 16.
Dev. Dep

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..		
When copied ..	21/11	
When examined..		
When signed ..		
When despatched.		

SUBJECT :— Industries - Sericulture. Govt Silk Filatures, Kollegal - Advertisement of Silk produced in the Filatures - Expenditure - Sanctioned.

READ AGAIN ....., dated ..... 19.....

" " ..... " ..... 19.....

READ *ALSO* :—

No. 82675 Dy/46 from the D I & C, No. 7784 Dy/45 dated 29-10-1946 Para 1-2 of

" ..... " ..... " ..... " ..... 19.....

" ..... " ..... " ..... " ..... 19.....

~~Resolution Rout.~~ Order Ms. No. 4313, dated 21. 11. 1946

Sanction is accorded to an expenditure not exceeding Rs 1470/- (Rupees one thousand four hundred and seventy four only) for advertising the 'Peacock brand' Yarn of Silk produced in the Govt Silk Filatures, Kollegal, in the front cover page of the 1947 Edition of the "Madras Directory and Who is Who".

2. The expenditure should be debited to "85. A - Capital outlay on financial schemes of State Trading — C. Other Miscellaneous Schemes — J. Govt. Silk Filatures Kollegal — 8. Other charges".

The attention of the D.I.&C. is invited to para 29 G.O. No. 4168 Dev. dt. 7.11.46

3. The action of the D.I.&C. in arranging for the advertisement in anticipation of the sanction of the Govt is now approved as a special case. He is requested to obtain the orders in

Govt as. and When the proposes to incur large Expenditure on advertisement charges in regard of the Govt Silk Filatures, Kollegal. No separate detailed Head "Advertisement charges" is considered necessary at present.

C'ap 2 of Subject; ... for notes below [Vide the Secy's notes on p 5 ante (H) & Secy's note, ante (H)]

6-11-46

5.11.46

19/11/46

To the Dte

i.c. A.G. thro Dir Agl

Copy to SF.

ON.

Subject to orders, a draft order is put on pp 1-2 above for approval. As regard 'c' on p 2 of, the Dte has been spending large sums on advertisement in anticipation of the sanction of the Govt. It seems necessary to have a check on indiscriminate expenditure on this item by the Dte. No standing sanction for advertisements seems therefore advisable.

The draft order may be sent to the Dept for acceptance

Vide also Secy's note on p 8 ante (H)

5.11.46

6-11-46

Add S. 7/11/46 Secy II

Finance (Exp B) Dis No 82675 DI/46

7-11-46

Since views of Govt on pp 1-C F/1 this dept may agree to the proposal to advertise the silk produced at the Kollegal Silk filatures in the 1947 edition of the "Madras Directory & Who is Who" at a cost of Rs 1,475 (X)

draft order on pp 1-2 above may be accepted subject to the above drawing attention to para 2 of G.O. No 68 Dev dt 7.11.46 applying to the case also as pointed out by Audit in 87254

13/11/46 Dy. Secy

13-XI-46

TO GOVERNMENT 6098/E8 P.I.C.F. 7 NOV 1946

DEPARTMENT

Finance (Exp B) Dis No 82675 DI/46

Dw to pl

Finance to pl remarks at p 2 above may be perused.

With reference to 'H' of their remarks at p 2 above, ~~a sentence has~~ has been slightly altered.

~~recommended~~ in para 2 of the draft order at pp 1-2 above/ for

inserted at p 1 above

orders whether the draft order at pp 1-2 above, ~~as amended~~ may now issue, as amended.

18.11.46. 18/11/46

May issue as amended

18.11.46 S.

19/11/46

pp 3-4 above

Issued as G.O.N.O. 4313 H.S. to WL/ 21.11.46 APP